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## **good2grow® Named Progressive Grocer's Editor's Pick and Unveils Innovative Organic Juicy Waters™ Line**

*Healthy Children's Beverage Company Receives Progressive Grocer Editors' Pick Award and Expands into Water Category*

**Atlanta, GA (September 17<sup>th</sup>, 2014)** – [good2grow®](#) a line of healthy children's beverages, continues to establish itself as an innovative leader, with a growing roster of industry awards and the launch of the Juicy Waters™ collection. This month's *Progressive Grocer* Editors' Pick award comes on the heels of good2grow®'s 2014 BevStar Award in the Fruit & Vegetable Drink category and follows a CSP Retailer Choice Best New Product win last year.

*Progressive Grocer's* Editors' Picks awards program recognizes the continuous evolution of cutting-edge product innovation. good2grow® Fruit & Veggie Blends collection was selected from more than 500 product entries because it delivered in three key categories: innovation, taste/functionality, and overall value. The products are recognized in the September issue of *Progressive Grocer*, as well as on the *Progressive Grocer* website. Industry accolades like this further the brand's drive to expand the product portfolio through innovative product offerings.

"We're delighted to be recognized by the industry for our innovation and look forward to continuing to work with our retail partners to make nutrition both fun and accessible," said Jim Scott, founder and CEO. "Our good2grow® Fruit & Veggie Blend sales have been highly incremental to the category and Moms love the fact that their kids are getting a full serving of vegetables and fruit."

In 2015, good2grow® will energize the water category with a new line of organic Juicy Waters™. The new collection of flavored waters debuts at the 2014 Natural Products Expo East. Hitting shelves in early 2015, the collection offers the taste children love with the nutritional benefits parents crave in three distinct flavors: Juicy Waters™ Grape, Juicy Waters™ Fruit Punch, and Ultra Purified Water with Electrolytes. Like all good2grow® products, the Juicy Waters™ collection contains no added sugar, high fructose corn syrup, artificial colors, flavors or preservatives, and are also non-GMO and BPA-free in fun, colorful, recyclable packaging.

"We saw an enormous opportunity in the water category to deliver a truly better-for-you product that actually tastes great without excess calories," commented Carl Sweat, Chief Marketing and Commercial Officer for good2grow®. "We're excited to fill that void in the market. Our new Juicy Waters™ collection provides Moms a fun solution to get their kids excited about drinking more water, and staying hydrated, healthy, and happy in the process."

In addition to the new collection of waters, good2grow® offers fruit & veggie blends, apple juice, organic apple juice, and fruit punch, all made with 100% juice. Since kids have different nutritional needs,



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good2grow® comes in three sizes providing age-appropriate nutrition based on guidelines from the American Academy of Pediatrics (4oz: ages 1-3, 6oz: ages 3-5, and 8oz: ages 5-10).

**good2grow® is Good for Many Uses**

good2grow® 4oz and 6oz bottles are fitted with patented spill-proof character SippaTop™ caps, perfect for car rides, lunch boxes, soccer games and other on-the-go occasions for busy families. All good2grow® character tops are collectible, reusable, dishwasher safe, recyclable, and BPA free. Partnering with the hottest properties in kids' entertainment, including Disney, Marvel, Warner Brothers, Mattel, Sanrio/Hello Kitty, American Greetings, Nickelodeon, and HIT Entertainment, good2grow® SippaTop™ caps are available in a variety of kids' favorite characters. Whether aiming to please the princess fan with Belle or Sofia the First from Disney or the hero-in-training with Iron Man or Spider Man from Marvel, good2grow® SippaTop™ caps are fun for kids to collect, and reuse with the brand's economical six serving refill packs.

*good2grow® is currently available in organic apple juice (4 oz.), apple juice (4 oz. and 6 oz), strawberry kiwi (6 oz.), tropical fruit medley (6 oz.), and fruit punch (8 oz), and can be found at major grocery retailers and convenient stores nationwide for SRP \$2.49-2.99 for individual bottles and SRP \$2.99-3.49 for refill packs. Please visit the good2grow® [Facebook](#) page or [good2grow.com](http://good2grow.com) for more information.*

**About good2grow®:**

good2grow® is an innovative line of healthy children's beverages featuring popular character tops that make these nutritional products fun for kids to drink. good2grow® is a family owned and operated company committed to creating wholesome drinks with the freshest, most nutritious ingredients available in irresistible packaging kids love. good2grow® top-quality juices are available in a variety of juice combinations and flavors in both single serve and refill packs. And, the unique good2grow® character tops feature our patented spill-proof SippaTop™ caps that give kids more independence – and parents more peace of mind. Nutritious, fun-to-drink, no-spill good2grow® beverages are almost too good to be true.

All juices are made from the highest quality fruits and vegetables and each batch of juices is tested to ensure the highest safety and quality standards. All juices, bottles and SippaTop™ caps meet and exceed international safety standards, with Certified 3rd Party Laboratory Testing.

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